

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of tracking information provided to a computer system from an advertisement database and ~~associated~~ a server accessed by a computer manufacturer, the method comprising:
 - providing an identifier unique to the computer system, the identifier being imbedded in one of the computer hardware and firmware in the computer system;
 - the database associating the identifier with information specific to a computer user associated with the computer system;
 - the computer user establishing a web connection with the server and transmitting the identifier to the database;
 - the user logging on to a combination advertisement broker server;
 - the computer system transmitting the identifier and requesting that a banner advertisement be displayed on the computer system;
 - the database checking for the identifier;
 - a counter accounting for the presence of the identifier; and
 - based on the number of times the database locates the identifier, the database;
 - determining which advertisements ~~are~~ have been transmitted to the user; and

~~providing tracking for pricing the advertisements; and~~
~~determining bonus incentives to the user associated with the~~
~~identifier.~~

based on the computer user associated with the identifier receiving a
predetermined number of advertisements in a time period, the computer user
associated with the identifier:

receiving discounts on advertised computer components from the
manufacturer.

2. (Cancelled).
3. (Cancelled).
4. (Previously Presented) The method of Claim 1 further comprising:
the server hosting the advertisements and informational data.
5. (Previously Presented) The method of Claim 1 further comprising:
the database searching and locating advertisements that match criteria
provided by the computer user during a querying procedure.
6. (Previously Presented) The method of Claim 5 wherein if no matching criteria is
found, the database transmitting one of generic advertisements and no
advertisements.
7. (Cancelled).
8. (Previously Presented) The method of Claim 1 wherein the identifier is one of a
system code, a system code stored in nonvolatile memory, a unique ID from a

microprocessor, a unique ID from a peripheral device and a unique identifier stored on a hard drive.

9. (Previously Presented) The method of Claim 1 wherein information specific to the computer user includes one of incentives, bonuses and discounts on a plurality of goods.
10. (Cancelled).
11. (Cancelled).
12. (Cancelled).
13. (Cancelled).
14. (Cancelled).
15. (Cancelled).
16. (Cancelled).
17. (Cancelled).
18. (Cancelled).
19. (Cancelled).
20. (Cancelled).

21. (Cancelled).
22. (Cancelled).
23. (Cancelled).
24. (Cancelled).
25. (Cancelled).
26. (Currently Amended) A method for tracking information to a computer system from a server accessed by a computer manufacturer comprising:
 - providing an identifier unique to the computer system;
 - providing a database associating the identifier with information specific to a computer user;
 - the user logging on to a combination advertisement broker server;
 - the computer system transmitting the identifier and requesting that a banner advertisement be displayed on the computer system;
 - the database checking for the identifier;
 - a counter accounting for the presence of the identifier; and
 - based on the number of times the database locates the identifier, the database;
 - determining which advertisements ~~are~~ have been transmitted to the user; and
 - ~~providing tracking for pricing the advertisements; and~~
 - ~~determining bonus incentives to the user associated with the~~ identifier.

based on the computer user associated with the identifier receiving a predetermined number of advertisements in a time period, the computer user associated with the identifier:

receiving discounts on advertised computer components from the manufacturer.

27. (Previously Presented) The method of Claim 26 further comprising:
the server hosting the advertisements and informational data.
28. (Previously Presented) The method of Claim 26 further comprising:
the database searching and locating advertisements that match criteria provided by the computer user during a querying procedure.
29. (Previously Presented) The method of Claim 28 wherein if no matching criteria is found, the database transmitting one of generic advertisements and no advertisements.
30. (Previously Presented) The method of Claim 26 wherein the identifier is one of a system code, a system code stored in nonvolatile memory, a unique ID from a microprocessor, a unique ID from a peripheral device and a unique identifier stored on a hard drive.
31. (Previously Presented) The method of Claim 26 wherein information specific to the computer user includes one of incentives, bonuses and discounts on a plurality of goods.